IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

POWER OF ATTORNEY

I hereby revoke all previous powers of attorney given in the application(s) and patent(s) listed on Exhibit A, attached hereto.

I hereby appoint the registered attorneys and agents associated with **CARLINEO, SPICER & KEE, LLC, Customer No. 81712,** as my attorneys or agents with full power of substitution and revocation, to prosecute the application(s) and patent(s) listed on Exhibit A and any future applications related thereto and to transact all business in the Patent and Trademark Office connected therewith.

Please address all correspondence to **Customer No. 81712,** namely, **CARLINEO, SPICER & KEE, LLC,** 2003 South Easton Road, Suite 208, Doylestown, PA 18901. Please direct all communications and telephone calls to Andrew W. Spicer at 267-880-1720.

I am the assignee of record of the entire interest of the application(s) and patent(s) listed on Exhibit A. A statement under 37 C.F.R. 3.73(b) is enclosed herewith.

Executed this _9_ day of _August_ , _2006_.

BY: GORDON R. HERRING
       Vice-President
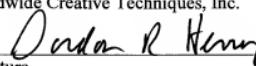   Worldwide Creative Techniques, Inc.

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       Signature

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
08/705,142	8/29/1996	Method and Apparatus for Delivering Consumer Promotions	Smolen, Daniel T.	WCT-001-1
09/021,177	2/10/1998	System and Apparatus for Customization of Information Content Provided to a Requestor Over a Network Using Demographic Information Yet the User Remains Anonymous to the Server	Thomas, C. Douglass	WCT-002-1
09/677,711	9/30/2000	Method and Apparatus for Customization of Information Content Provided to a Requestor Over a Network	Thomas, C. Douglass	WCT-002-2
11/744,009	5/3/2007	Method and System for Selection of Banner Advertisements	Thomas, C. Douglass	WCT-002-3
60/659,650	3/8/2005	Expanded Interest Recommendation Engine and Variable Personalization	Eldering, Charles A.	WCT-003-PV
11/370,323	3/8/2006	Expanded Interest Recommendation Engine and Variable Personalization	Eldering, Charles A.	WCT-003-2
11/410,433	4/25/2006	Expanded Interest Recommendation Engine and Variable Personalization	Eldering, Charles A.	WCT-003-3
60/480,437	6/23/2003	Method and System for Valuating Products for Sale Across a Computer Network	Hartenstine, Troy A.	WCT-004-PV
10/870,158	6/18/2004	Collecting and Valuating Used Items for Sale	Hartenstine, Troy A.	WCT-004-1
11/589,777	10/31/2006	Collecting and Valuating Used Items for Sale	Hartenstine, Troy A.	WCT-004-2